

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



# WANNAMAKER'S PEDIGREED CLEVELAND BIG BOLL COTTON SEED

## *Spring*

## 1925

Latest Improved Seed No. 17 Direct From  
The Originators and Breeders



Section of our 1920 Increase and Breeding Plot from which was multiplied  
our seed for sale this year; and officers of firm.

## MODEL SEED FARMS

Operated by Wannamaker Brothers  
Farm Operated Since 1876. Seed Farm Organized 1907.

W. W. WANNAMAKER, JR.

President and Plant Breeder

T. M. WANNAMAKER,

Vice President

L. B. WANNAMAKER,

Secretary & Treasurer

ST. MATTHEWS, S. C.

# ADVICE FROM STATE AGRICULTURAL COLLEGE AND EXPERIMENT STATIONS

---

From Mississippi in the heart of the boll weevil section and the home of the old Cleveland variety of cotton:

MISSISSIPPI AGRICULTURAL EXPERIMENT STATION, A. & M. COLLEGE, MISS.

Director's Office.

December 15, 1922.

T. B. Gilbert & Company,  
Wisner, Louisiana.  
Gentlemen:—

Replying to your letter of the 11th, the same having been referred to this office by the President of the College, beg to say that I know of no one in this section having seed of the Wannamaker Big Boll cotton that I could recommend as being absolutely pure. I believe it would be worth your while to buy a few bushels from the originator of this variety, Model Seed Farms, St. Matthews, South Carolina. W. W. Wannamaker, Jr., plant breeder there, developed this variety several years ago and it has always given good results throughout the South.

Yours very truly,

(Signed) J. R. RICKS, Director.

JRR—KSJ

**From Georgia:**

"The Cleveland is the best all-round bill boll variety that has been developed for Georgia conditions, and the Wannamaker strain is the earliest of which we have any knowledge.

"In regard to the use of seed that has been grown in Northern latitudes, it is our opinion that the locality in which seed has been produced has nothing to do with the germination or earliness of the same. The origin of this belief among farmers is due, I feel sure, to the fact that only early maturing varieties are grown in Northern latitudes, on account of the short seasons, and, therefore, such seed will be early wherever grown thereafter.

"Wannamaker-Cleveland seed may be purchased from the originators, W. W. Wannamaker & Sons, Model Seed Farm, St. Matthews, S. C.

Very truly yours,

"C. A. McLendon, Expert in Cotton Breeding."  
Experiment, Ga.

**From South Carolina:**

**"NAMES BEST VARIETIES.**

**"Boll Weevil Resistant Cotton Is Tested."**

"To help lessen the damage from the boll-weevil, now advancing so rapidly in South Carolina, the Extension Service of Clemson College has tested during the last three years about twenty of the best varieties of cotton with reference to early fruiting and early maturing. The experiments were conducted in Edgefield, Aiken, Barnwell, Hampton, Beaufort, and Charleston counties to determine the varieties best suited to beat the boll-weevil.

"From the results so far obtained and from observation as to fruiting and growths, says E. E. Hall, expert in cotton breeding, the short staple varieties to be recommended for South Carolina conditions are Cleveland, Cook, Dixie Triumph and Dixie.

"On land free from wilt Cleveland Big Boll has given the best average results, and this is considered one of the best varieties for South Carolina, if land is entirely free of wilt.

"Cook ranks among the highest yielding varieties of the State, but is not as generally grown, because anthracnose or boll rot is worse in this variety than in any other."

NOTE: You will notice in above that Clemson College and the South Carolina Experiment Station do not mention "Wannamaker" (originator of the cotton) as do the Mississippi and Georgia Experiment Stations, in referring to our cotton. However, whatsoever the reason, the cotton referred to is "Wannamaker's" and has been for some time in point of definite improvements over and above the old variety, entitled to at least the name "Wannamaker" attached to it. Just remember, when you see a variety of cotton mentioned or advertised as Cleveland, that it is "Wannamaker's" or seed bought from Wannamaker one or more years ago.

**From North Carolina:**

"Model Seed Farm, Saint Matthews, S. C.

"Dear Sirs: Your Cleveland was tested with Cleveland from six other sources and we find it the most uniform variety of the group. We consider your variety of Cleveland the best strain of Cleveland which has been a part of our test for the past three years and are recommending it to growers in the eastern part of the State. We feel that you should be pleased with the showing that your variety has made, not only in North Carolina, but in all of the Southern States. We are sure, however, that it is due to your careful selection and handling of seed. We only wish that you were doing this work in North Carolina.

"R. Y. WINTERS,

"Plant Breeder and Agronomist, North Carolina Experiment Stations, West Raleigh, N. C." (From letters of 1916 and 1918.)

## OUR BREEDING METHODS.

In the plant-to-row method each year a number of especially fine individual cotton plants are selected from the breeding patches and increase fields. The yield, earliness and characters of each plant are noted and each is ginned separately on small gin to determine the percentage of lint. From these results the best are chosen and the seed of each planted separately on rows about one acre long in hills about three feet apart on land of uniform fertility. Each row is fertilized and cultivated the same and the plants thinned to only one, the healthiest, per hill. When these rows have reached maturity they are studied carefully and the best ones noted. Then each is picked and weighed separately to find out yield of seed cotton of each row. Then each is ginned separately on small gin to determine the percentage of lint of each row. From the study of each row, yield of seed cotton and percentage of lint, the best four or five rows are chosen. The following year they are planted separately in small increase patches of from one-half to one acre in area. During this time some of the seed from these best chosen rows are planted in strain and variety tests and tested against each other and former strains and a few other best varieties of cotton. It is from the results of this test that the one or two best rows are chosen from the first five. This process, supplemented also by careful mass-selections from the best increase patches, is repeated from year to year in maintaining and improving the highest production of lint cotton per acre of our cotton. In addition to choosing the one or two best rows from our plant-to-row test we also use all the best and most uniform rows of this test in a larger increase patch to hasten the multiplication of best seed.

**WE ONLY BREED AND HANDLE THE ONE BEST SHORT STAPLE COTTON.** We wish to call our customer's attention to the fact that we only breed and grow one variety of cotton, and that a short staple cotton. For this reason we can keep it up to a high state of purity and productivity for there are no other cottons—short or long handled in connection with it or planted near. We concentrate our efforts on one cotton, originated and bred by us since 1908. It is the one best short cotton.



ORIGINATOR AND PLANT BREEDER MAKING INDIVIDUAL SELECTIONS FROM ONE OF OUR BEST STRAINS FOR PLANT-TO-ROW TEST OF NEXT YEAR.

### DESCRIPTION OF OUR LATEST IMPROVED WANNAMAKER'S PEDIGREED CLEVELAND BIG BOLL NO. 17.

**CONTINUALLY** since 1908 our Plant Breeder, W. W. Wannamaker, Jr., has used the plant-to-row method (supplemented also by careful mass-selections) in developing and maintaining the greatest production of lint cotton per acre of our Wannamaker's Cleveland. Since he has devoted 17 years of patient and skillful selection to the development of this cotton which is now regarded as the best short cotton in existence by most of the farmers and experiment stations of the South, we have decided to call our latest improved seed offered this year No. 17, indicating seventeen years of continuous and successful breeding work. As originators and disseminators of these seed, we have yearly increased the cotton crop of the South by millions of pounds and added thousands of dollars increase profits to the pockets of the Southern farmers.

**OUR LATEST IMPROVED SEED NO. 17**, which we are offering for the first time this year, are descended from the best producing rows of our 1919 plant-to-row breeding patch, the seed of which have since been further multiplied in our larger multiplying fields for sale this year. These seed are the best we have yet offered and will yield you more lint cotton per acre than any other strain of Cleveland or variety of cotton you can plant. Our six acre 1920 increase breeding patch of this strain produced more than two bales of cotton per acre with an average of 40 per cent. of lint net in both 1920 and 1921. It also out-yielded all of our next best strains in our tests of 1920 and 1921.

**CLEMSON COLLEGE AND THE SOUTH CAROLINA EXPERIMENT STATIONS**, in their tests of varieties of cottons since 1917, say: "We believe Cleveland is our best short staple variety, because it is always near the top. When we consider the results over a period of years and in different localities, it has the best record of any variety;" and in their fruiting studies of 1923 they say: "While Cleveland did not begin blooming quite as early as a few other varieties, by midseason it had set more lint cotton per stalk than any other variety, which position was maintained throughout the remainder of the season."

**NOTE:** The strain of Cleveland tested in their fruiting studies was Wannamaker's Cleveland. The above results substantiate our own, which we have repeated from time to time, so do not be fooled to change to some new variety with great claims, that have not been proven by years of testing, like Wannamaker's Cleveland has.

**ONLY CHOICE SEED FROM WHITE COTTON PICKED BEFORE PROTRACTED RAINY SPELL** are offered for sale this year. All seed saved from cotton picked after the two to three weeks continuous rainy spell beginning about the middle of September are totally unfit for planting. These rains covered all the Atlantic States. We warn everyone not to plant a seed of this kind, even to the extent of four to six bushels per acre. Our tests show only one-third of them to germinate and come up above ground, and only 4 per cent to remain alive and healthy after being up for four weeks. We have not even saved any seed from cotton, much of which had opened fresh after rains, as we find these 50 per cent damaged in germination and vitality, on account of the bolls getting water soaked during the rainy spell previous to opening. Beware of these.

Beware also of some of the seed being offered in the Central and Western cotton belts. On account of excessive drouth lasting for weeks and months in these sections much of the cotton seed in these sections will be small, false, poorly developed and otherwise unfit as good planting cotton seed.

**NORTH CAROLINA GROWN NO EARLIER THAN SOUTH CAROLINA GROWN** cotton planting seed. There is a widespread belief among farmers due to traveling agents, advertising, newspaper reports and other propaganda that North Carolina grown cotton planting seed of a given standard variety, like Wannamaker's Cleveland, are weeks earlier than the same South Carolina grown seed. Some even go to the extent of stating that such seed are three weeks earlier. These statements are not based on facts but are either made ignorantly or for the purpose of selling seed. No experiment station has found such results or they would have let the farmers know. We would be glad for some farmers in South Carolina to plant some of their own good seed of Wannamaker's Cleveland beside the same seed North Carolina grown. There would be very little or no difference in earliness. Their own native seed would give them the greatest yield per acre. Earliness and yield of cotton seed depend on breeding and selection for earliness and yield and not the locality in which the seed are grown. Write your Experiment Station about this point if you wish.

**SUPPLY LIMITED. ORDER EARLY.** On account of not saving any seed except those from white cotton picked before rain, our stock will be limited to only one-half to one-third the quantity we expected. Therefore, we advise you to place your order at the earliest possible date, as we are expecting to sell out our stock of seed unusually early this season. The seed offered by us this year are beautiful, and will germinate from 95 to 100 per cent. We also guarantee the purity and if you are not in every way satisfied with them after examination, you may return them within ten days at our expense and we will immediately refund entire purchase price.

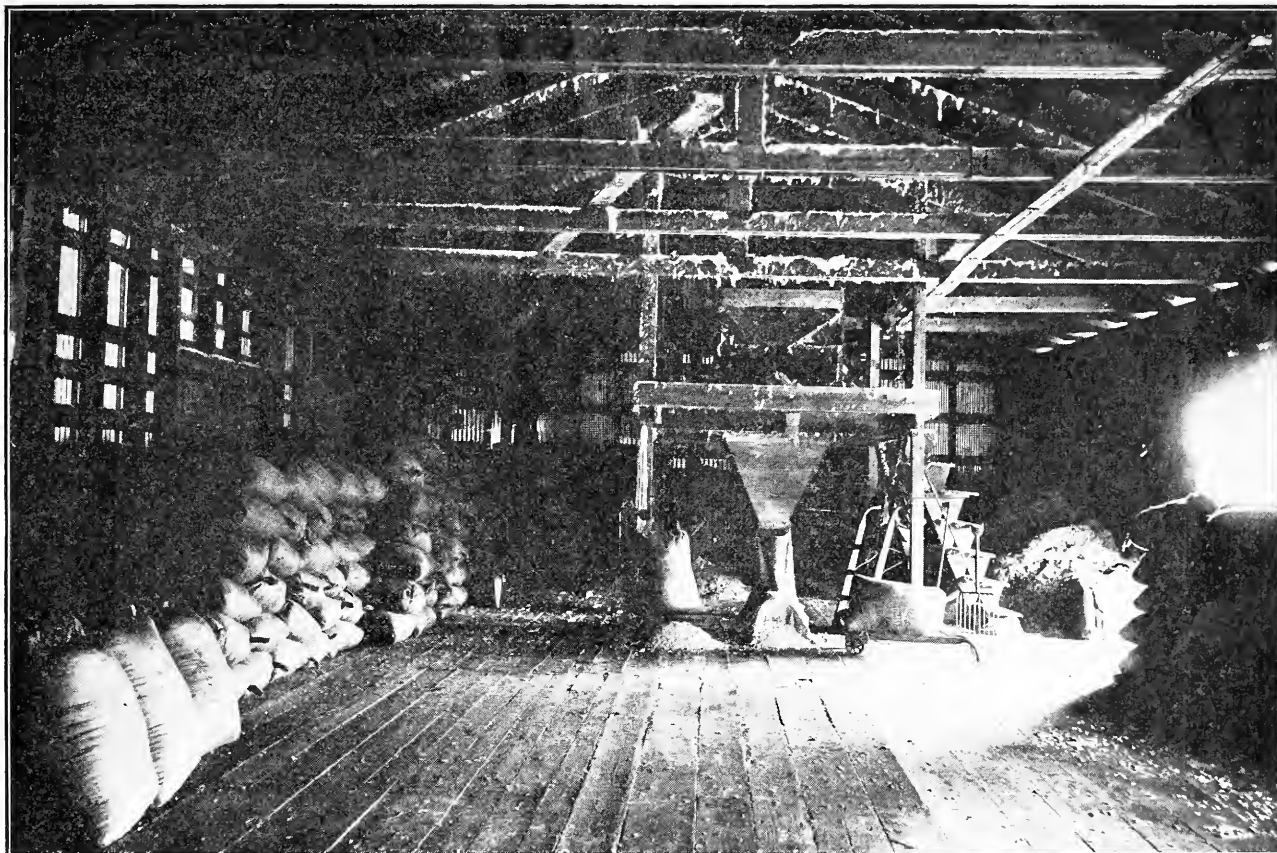
**UNUSUAL PRECAUTIONS AND CARE IN CHOOSING, HANDLING AND STORING ALL SEED OFFERED FOR SALE THIS YEAR.** We have taken great pains in choosing and handling our entire stock of seed this year. Every seed was sacked in 100 pound sacks as they came from the gin and stored in our two large warehouses in rows of from two to four sacks wide, with a space of three to four feet between each row, to allow seed to get plenty of air, to prevent any possible chance of heating. We examine and test all seed before storing and then again before shipping. It will be well for you to look very carefully into the matter of vitality of seed this year, whether of your own growing or those you expect to buy, for there will be many offered from cotton picked after the protracted rains covering the entire Atlantic States and other sections, of low germination, and of still lower vitality, totally unfit for planting purposes.

**ENTIRE STOCK OF SEED RECLEANED AND GRADED.** This year we installed one of the best and largest cotton planting seed recleaning and grading machines on the market. Operated by an electric motor, it recleans and grades our cotton seed as fast as they come from the gins. It cleans all dirt, sand, trash, burrs, half-locks, boll weevil locks, lint cotton and all other foreign matter out of seed. What you get and pay for is only seed, not dirt, sand and trash. The seed go through the planter more regularly, giving you a more uniform stand of cotton. The grading part of machine removes all light, false and small seed, giving you a better stand of more healthy plants.

**PRICE OF SEED.** Small lots, \$3.50 per bushel, (30 pounds); 50 bushel lots, \$3.40 per bushel; 100 bushel lots, \$3.25 per bushel. Per bag (100 lbs.) \$11.66; ton lots, \$11.33 per bag. All F. O. B. Saint Matthews, S. C. Our prices are cash with order. Write for prices on larger quantities. On all orders placed for future shipment we require 10% cash with order, the balance to be remitted before the order is shipped. We advise you to make the 10% deposit and place your order at once, as we expect to sell out this limited choice stock of our Latest Improved Seed No. 17 at a very early date this season. Sound seed of the best breeding from responsible seed breeders will be scarce this year.



**OUR RESPONSIBILITY.** We use every care from the time of planting to the time our seed are shipped out to you in breeding, growing, ginning, storing, testing for germination and vitality, and otherwise handling them. Attached to every bag is a tag on which is printed the percentage of germination and purity of that particular lot of seed. However, under no circumstances will we be responsible for the germination of any seed after they are planted, because there are many reasons for poor germination and weak growth other than soundness and vitality of the seed, such as handling and storing after they leave our hands, manner and depth of planting, and weather conditions at the time of planting. We are in no way responsible for crop or productivity of seed, as these depend too much on the seasons, land cultivation and fertilization. No responsible firm guarantees all these, because if they did they would soon be bankrupt by immense lawsuit claims brought against them. The success of our business depends on your confidence in us, which we try in every way humanly possible to merit. We do not claim to be infallible. We have made mistakes. Everyone does. But if by investigation, we find the fault to be our own, we have and always will adjust these matters to the satisfaction of our customers. We, in the meantime, profit by our mistakes to the end that they do not occur again.



PHOTOGRAPH OF ONE OF OUR SEED HOUSES EQUIPPED WITH ONE OF THE BEST AND LARGEST RECLEANING AND GRADING MACHINES THROUGH WHICH OUR ENTIRE STOCK OF SEED ARE RUN BEFORE SACKING.

**YOUR RESPONSIBILITY.** Examine seed in any way you see fit for germination and purity, upon arrival, and if they are not satisfactory in every way they may be returned in original package at our expense within ten days, after arrival at your station, and we will immediately refund entire purchase price. We will not be responsible for seed that remain in your hands after ten days from date of arrival at your shipping point.

**FOR SALE GENERAL WANNAMAKER'S PEDIGREED CLEVELAND BIG BOLL PLANTING SEED.** These seed are not our Latest Improved, nor are they grown by us. They are seed grown by customers who have recently bought seed from us. We carefully inspect and test them for germination and purity and general appearance, and are very careful of the sources from which we buy them. They are far above the average and on each sack is a tag stating germination and purity of seed. As we are in close touch with our old customers, who we know for a fact have recently bought our Latest Improved Seed, we are in a position to best serve you in this respect. We offer these seed only in lots of 100 bushels or more. Write for our prices.

**DON'T BE FOOLED TO CHANGE TO SOME NEW VARIETY.** There is no cotton that will yield as much value per acre in the long run under boll-weevil or no boll-weevil conditions as our **LATEST IMPROVED GENUINE WANNAMAKER STRAIN DIRECT FROM THE MODEL SEED FARM.**

**DO NOT BE FOOLED** by some parties who imply that they are breeding and improving our cotton. Require of them their method of plant breeding, if any, and see if the breeding is being done methodically from year to year by a competent and experienced plant breeder. It is very easy for one who meddles without any method with plants or one inexperienced to actually breed a variety worse instead of better than the original. To improve requires talent, study, experience and system.

#### **A FEW WORDS ABOUT FIGHTING THE BOLL WEEVIL:**

**GOOD FARMING:** Play safe. Plant only from eight to twelve acres per plow in cotton and the balance of your farm in food and feed crops or some other money crops. Plant early, an early, rapid-fruiting, high-yielding big boll variety of cotton. Use in drill under cotton not less than 400 or more than 800 pounds of high grade fertilizer per acre containing at least one-half of its source of Ammonia from Sulphate of Ammonia or Nitrate of Soda. After first chopping sow on top of cotton 50 to 75 lbs. of Nitrate of Soda per acre followed immediately by siding of cotton. Plant cotton thickly in  $3\frac{1}{2}$  foot rows, chop out eight inches in drill, leaving two to three stalks per hill. Cultivate thoroughly every seven to ten days, or as often as weather permits. Do not let crop suffer.

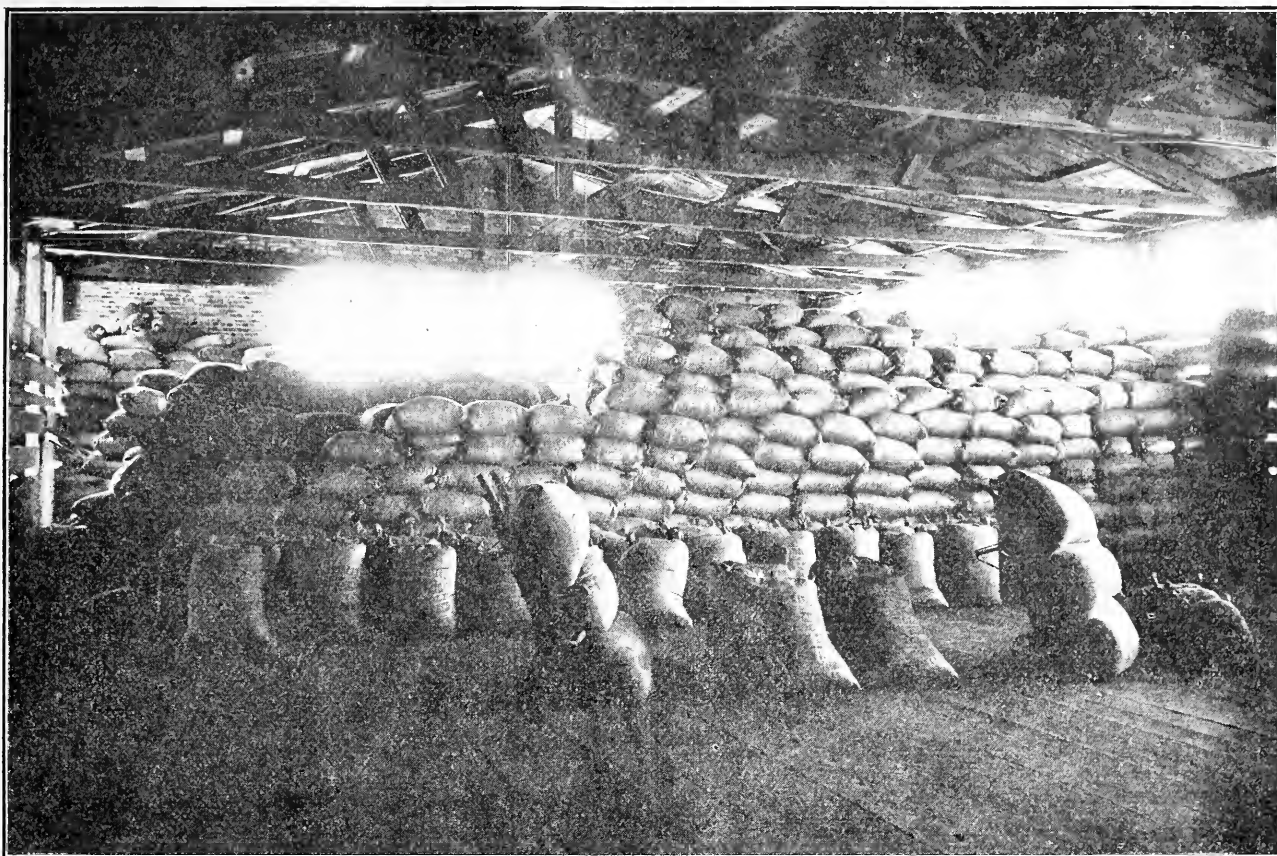


OUR WANNAMAKER'S PEDIGREED CLEVELAND BIG BOLL COTTON GROWING ON ONE OF THE BEST AND LARGEST COTTON PLANTATIONS IN LOUISIANA.

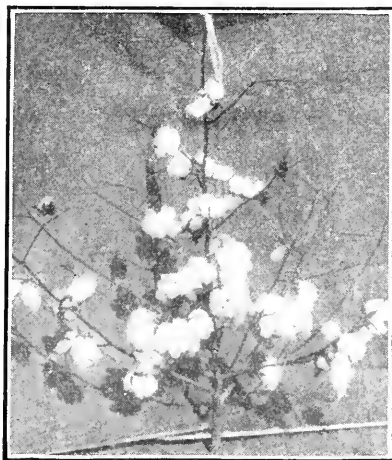
**POISONING:** We are not interested in selling any poison material or machines for applying poison. After three years experience with the expensive dusting method and use of liquid poisons applied with machines, we recommend the following simple mixture: One gallon water; one pound calcium arsenate poison; one gallon blackstrap molasses. Place water in vessel first and pour poison in water slowly, stirring continually. Then add molasses. Keep stirring. After first chopping or as soon as weevils appear on cotton apply a few drops of this mixture carefully with a mop on the end of a stick to the buds only of each hill of cotton. Apply every ten days thereafter if weevils continue to appear on cotton and stop when cotton commences to square freely which will be about the 20th of June to the 1st of July in this latitude. The idea is to kill the old wintered over weevils as they come out of winter quarters in May and June while they can feed only on the tender cotton buds and before they can hide themselves in the squares out of reach of the poison to lay eggs for future generations of weevils. Get these first weevils in your own fields and your crop with proper fertilization and cultivation will have a chance to make a good yield before the weevil begins to migrate to your fields from your neighbor's fields about the 1st to 15th of August. If all farmers in a community poison the migration period will be still further delayed and more cotton will be made by each and every farmer in that community. After migration starts we do not recommend the use of any poison. The amount required, expense of applying, and effect in killing the weevil when cotton is large will not yield a profit year in and year out. After applying molasses poison in June pick off and up very carefully through the month of July all infected squares and destroy. Good cotton will be made in a dry year, with good farming, without



any poison. But we don't know when the dry weather is coming. The cheap molasses mixture correctly applied and picking up of squares will help you make more cotton in an average season and will save you from complete failure in a wet season. If all farmers in the belt would destroy their cotton stalks two weeks before frost and use the above method of weevil control, there would be left very few weevils to multiply and eat up the cotton crop in July and August.



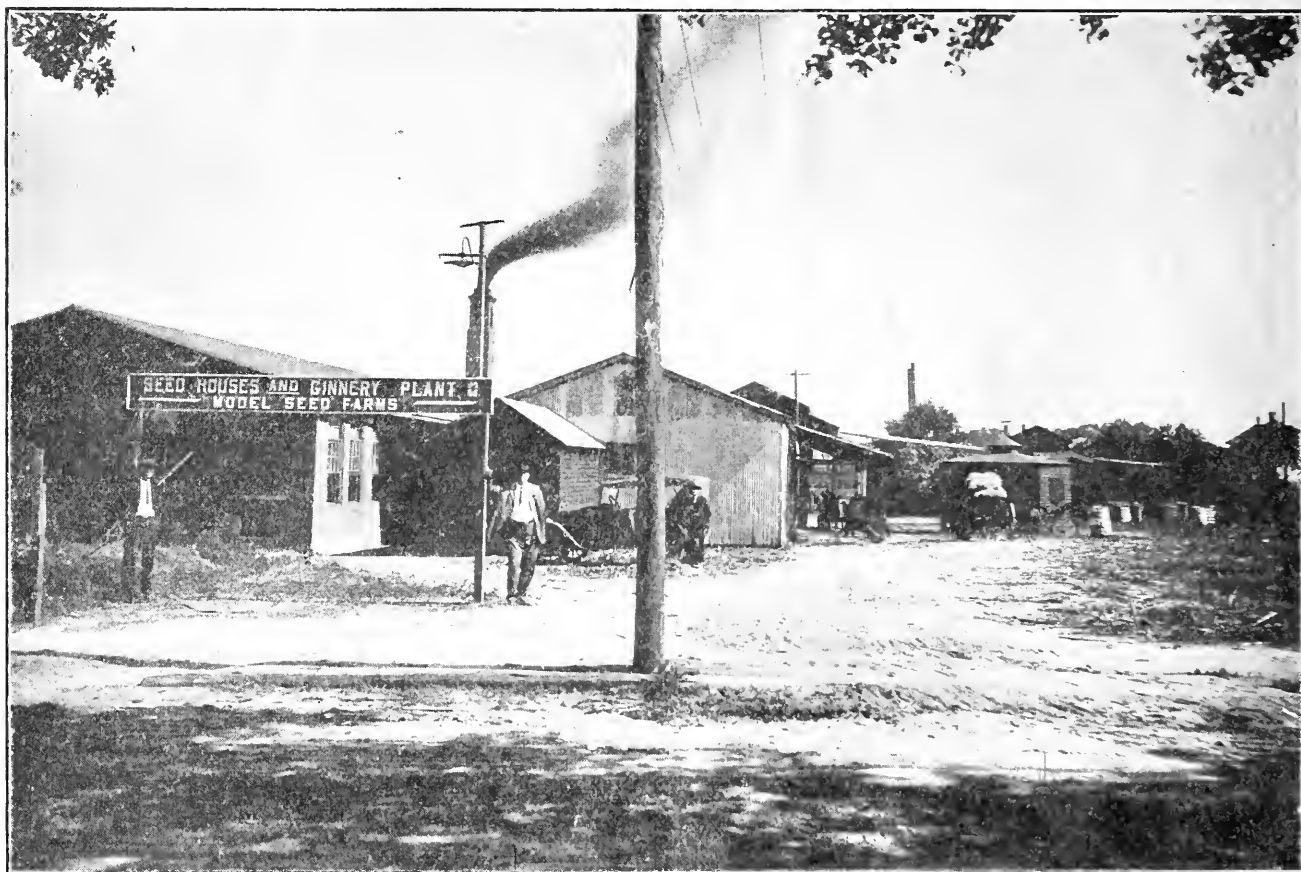
PHOTOGRAPH OF OUR LARGE SEED WAREHOUSE IN WHICH OUR SEED ARE STORED  
IN ROWS OF SACKS ONLY TWO TO FOUR SACKS WIDE TO PREVENT ANY  
POSSIBLE CHANCE OF SEED HEATING.



A TYPICAL SMALL GROWING PLANT  
OF OUR COTTON. PLANT ONLY  
THREE FEET HIGH BEARING  
OVER FORTY WELL DE-  
VELOPED OPEN BOLLS  
OF COTTON

# Continual Breeding of Wannamaker's Cleveland Cotton

Originated by us in 1908  
Is Our Specialty



*ADDRESS THE ORIGINATORS AND BREEDERS:*

## MODEL SEED FARMS

W. W. WANNAMAKER, JR.  
President and Plant Breeder

T. M. WANNAMAKER,  
Vice President

L. B. WANNAMAKER,  
Secretary & Treasurer.  
By W. W. W., Jr.,  
Plant Breeder.

ST. MATTHEWS, S. C.